



## BlogHer Pets and BlogPaws Partnership

# The BlogHer Pets - BlogPaws Opportunity

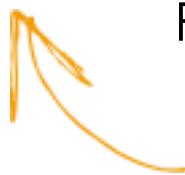
A partnership that delivers the largest network of pet bloggers and lovers on the web to your brand



Behavioral & Contextual Targeting



Blogger Activation



Research/Sampling to Pet Owners



250+ Pet Blogs & their readers

# Reaching the Pet Lover

The combination of **BlogPaws** 250 + pet blogger sites, **BlogHer Pets** and contextual and behavioral targeting across the **BlogHer** Network reaches the most influential purchasers of pet-related products:

- ⦿ 71% of the BlogHer audience owns a pet
- ⦿ 49% of the BlogHer audience owns a dog
- ⦿ 42% purchased pet products/supplies, last 6 months (23% above the online average)
- ⦿ 61% more likely to buy pet products online, last 6 months



# BlogPaws bloggers....

- ⦿ 84% women
- ⦿ Majority have no children living at home
- ⦿ Support shelters and rescues
- ⦿ Educated – majority have college or graduate school degrees
- ⦿ Affluent -- majority have household incomes above \$60,000
- ⦿ Support brands they love by visiting and sharing Facebook pages, talking among themselves and sharing deserving campaigns



# The BlogHer Pets - **BlogPaws** Advertising Opportunity

- ◉ 250 + pet blogs affiliated with **BlogPaws**, the leading community and conference for pet bloggers
- ◉ Contextual and behavioral targeting on **BlogHer** Pets and across the **BlogHer** Publishing Network

The screenshot displays the BlogPaws website interface. At the top, the logo "blogpaws™" is accompanied by the tagline "the gathering place for pet bloggers". A navigation bar includes links for Home, About, Past Events, BlogPaws 2010 WEST!, Vet Practice Track, Be the Change!, BlogPaws Community, and Contact Us. A banner for "Kibbles n' Bits" and "Proud Presenting Sponsors" for the "BlogPaws 2010 (East) • Columbus, OH • April 9-10" is visible.

The main content area features an article titled "Barks and Meows for Fire Safety Month". The article includes a cartoon illustration of a dog wearing a fire helmet and a fire extinguisher. The text discusses the impact of fires on pets and provides information about a partnership with Wag'N Enterprises and GoPetPlan to offer free gear to keep pets safe from fire. A "TRACK US!" sidebar offers options to subscribe via RSS or Email, follow on Twitter, and friend on Facebook. A newsletter sign-up form is also present, with fields for Name and Email, and a "Sign Up »" button. A promotional banner for "what would he choose to eat?" features a dog and a bag of "Selects" pet food.

# BlogHer Parenting Voices

Sea Water Tea Co.



Steece's Pieces



NieNie Dialogues



C. Jane



BooMama



36mm page views  
4.6mm uniques  
1000+ blogs

# BlogPaws Voices

1.9 mm page views  
250+ blogs

The Little Cavalier



Cat Chat



Scratching & Sniffings



Romeo the Cat



Pawcurious



Dogtipper



# BlogHer Pets

From **WriteGirl** Buy books and help girls. The most acclaimed books you've never heard of...yet. Featuring voices from over 100 women and girls in each anthology. *Bold. Deeply Personal.* [www.writegirl.org](http://www.writegirl.org)

**BlogHer** Life well said BlogHer Publishing Network Help

Conferences Groups Own Your Beauty Blog Directory Promotions & Prizes Kids Give Me Hope

All Topics BLOGGING & SOCIAL MEDIA BOOK CLUB CAREER DIY ENTERTAINMENT FAMILY FEMINISM FOOD GAMES GREEN HEALTH LIFE LOVE & SEX MONEY NEWS & POLITICS SPORTS STYLE TECH

**PETS** presented by

Life: Pets Show: Editors' Picks | All Posts

**Categories**

- Childfree
- GLBT
- Grief and Loss
- Humor
- Midlife
- Pets
- Seniors
- Singles
- Religion and Spirituality
- Travel

**Meet the Life Bloggers**

- Beyond the Dragons
- Little Colombia
- Observationist
- CalamityJennyne
- Dreams To Do
- The UnderToad
- Living the Questions
- Home Sweet Hopkins
- See all Life Bloggers

**Pet Blogger Niches-Who Are My Readers**

5/14/11 10:13am by Carrie Boyko

Today we're going to begin this series on Niche Blogging by taking a close look at who is reading your blog. Somewhere in the middle of all of these activities, you will have a lightbulb moment—when you determine exactly what your readers perceive your niche to be. [Read more](#)

**Pet Parents Targeted For Mother's Day**

5/6/11 1:01pm by Michelle Maskaly | Comments (5)

If you think "pet parents" is a term just thrown around by pet bloggers, or industry marketing teams, it might be time to take a step back. One smart upstate New York florist and garden center placed this out-of-the-box Mother's Day ad, which is clearly targeting pet parents, in a local newspaper. [Read more >](#)

**Killing Her Softly**

4/5/11 7:06am by writingdianet | Comments (35)

**blogpaws™ Featured Content**

- » Need Sponsors? Follow this advice...
- » I Want To Be A Writer, But...
- » Animal Café's Spring Menu
- » 5 Things You Can Do Today ... To Make Your Blog Better
- » Wordless Wednesday: Cats

[Read more at BlogPaws](#) [Go Now](#)

# Blogger Activation

Reviews and sponsored conversations on the blogs

**blogpaws™**  
the gathering place for pet bloggers

Home About Past Events BlogPaws 2011 Vet Practice Track Be the Change! BlogPaws Community Promotions/Reviews Contact Us

[Main](#)

## Our lucky dogs Chester, Olive, and Emily try Pro Plan Selects,® and YOU get a chance to WIN!

*This is a sponsored review by BlogHer and Purina.*

By Yvonne DiVita

 [BlogHerReview](#)

Round about four o'clock, the three pups begin circling the wagons, so to speak. Do your dogs do that? No matter where we are or what we're doing, all three dogs feel that four o'clock is dinner time and they make it known! Mind you, dinnertime is actually five o'clock, but hey, who's paying attention to the clock?

Chester, our coon hound, sits across the room and stares. Let me tell you about that stare - it's penetrating. If you turn and acknowledge it, Chester lowers his head between his paws and pretends he's just lying around doing nothing. But, his eyes never leave your face!



Olive, our little Boston Terrier, is clearly in love with Emily, or has accepted Emily as the "alpha dog" and wants to please her every minute of the day. Therefore, come four o'clock, Olive is at Emily's feet (or tail, whatever happens to be available), adding the glare of her one big brown eye. She lost the other from infection at a puppy mill. If you gaze back, she averts her gaze. Not sure what happened to her in the puppy mill that makes her so shy, but there you have it. She imitates Emily as best she can, but doesn't have the strength of Emily's two big browns.



**Track Us!**

[f](#) [t](#) [RSS](#) [Email](#) [YouTube](#)

Search BlogPaws:

**BlogPaws on Twitter**

Tweet with us ...  
**BlogPaws**

-  **EmpireOfTheDog** Blogging Unsung Hero: According to this report on FOX News.com, the world is missing out on recognizing so... [#pets](http://bit.ly/kBNzkP)
-  **Mariodacat** RT @blogpaws: BlogPaws Blog: Unsung Hero: According to this report on FOX News.com, the world is missing out on recognizing so... <http://bit.ly/kISpwj>
-  **EdnaAtNutro** RT @blogpaws: BlogPaws Blog: Unsung Hero: According to this report

# Community Activation: Research and Sampling

Possibilities for actively engaging with the pet owning audience include

- ⦿ Product sampling programs with follow-up research
- ⦿ Research surveys to measure brand awareness pre and post campaign



# Thank You!

